



Design Practice

Projects + Products

Portfolio

2016-2017

-
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Education

- 设计学硕士 2016-2017
设计应用方向 / 香港理工大学
- 工学士 2011-2015
工业设计 / 华侨大学

Project Experiences

- 家庭智能坦克玩具设计
2017.08 - 至今
 - 为智能家居系统里添加智能玩具，通过网关的语音控制来模拟坦克效果
 - 在项目中我通过竞品分析主要负责功能定义中的软件部分，撰写需求文档，硬件交互流程及APP原型设计
 - 预计在2018年年初量产
- 香港心光盲人学校 :学生桌椅设计
2017.01-2017.03
 - 因该学校使用的仍是二十年前做的桌椅，已经无法满足现阶段学生的学习需求。
 - 在该项目中我主要负责前期的用户行为分析和教室环境分析，根据不同视障程度的学生 使用特殊学习道具的频率，操作习惯，存储需求以及师生教学活动，得出产品设计建议书，推动最终产品设计。
 - 于2017年5月份参与了该校70周年活动展览里帮助募集资金，将于明年落地此项目
- 「空山」家居台灯设计
2015.07-2015.12
 - 为公司原创品牌设计轻奢款台灯
 - 我主要负责了功能定义，底座的外观设计，产品效果展示，外观专利申请以及和研发部门的沟通，帮助项目落地
 - 该产品已于2016年上市，可在京东商城购买

Professional Skills

- 产品设计 版面设计 用户调研
品牌设计 交互设计

RESUME

Content



图书馆个人阅读辅助系统

2017.04-2017.06

个人-毕业设计



香港奢侈品门店体验设计

2017.03-2017.04

团队 – 课程项目



「空山」家居台灯设计

2015.07-2016.03

个人 – 公司项目



ReDI

Personal Reading Assistance In The University Library

Lavinia XU Jiali

16111092G

01

Project brief

Project background

Although university library provides abundant learning resources for students, the personal reading experience is not so friendly and it seems all the physical books there are cut off from outside world.

The project contains an app and a digital scanning pen to connect the physical books to the cloud.

Students can focus on reading and scanning important words and pictures with the pen, which adopts emerging compound eye camera, human-machine interaction and ergonomic appearance.

What's more, notes will be showed in order and shared with others through the app. The app will also provide many function such as book navigation, book introduction, personalized recommendation and so on.

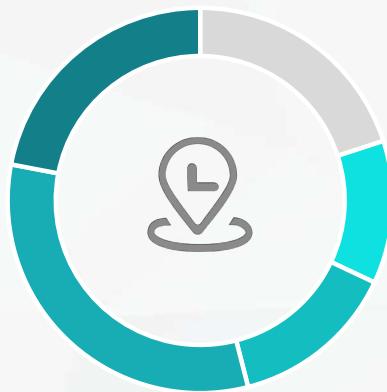
The new network makes full use of library resources, increase reading efficiency and connect all the students together.



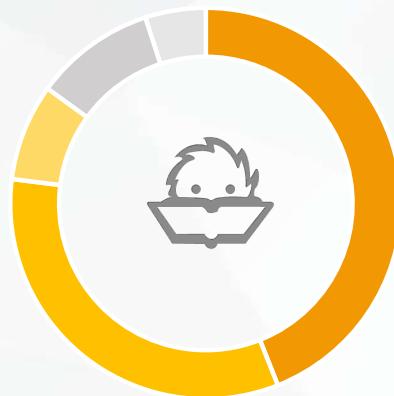
Background Research

Questionnaire of students' situation towards the library

Frequency of going to library



Behavior in the library



Opinion of library book resources



- Never
- Twice a month
- once a week
- Twice a week
- Everyday

- Self-study
- Find&Read Books
- Newspaper&Magazine
- Phone&Chat
- Net play

- Excellent
- good
- Common
- Bad
- Poor

Conclusion: Most students can make full use of library and more than half of them think the book resources can satisfy their needs. However, 44% students prefer to self-study in the library while only 33% will read books.

03

Target Audience

Persona



Chen Dulin

23 years old

University Students

Grade 3

Major: Product Design

Like reading Design and literature books

Go to library three times a week

Would like to share opinion with others

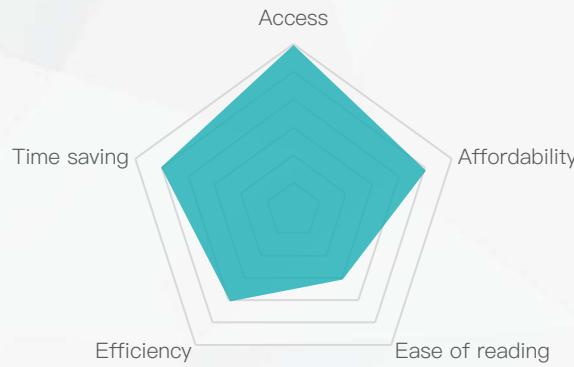
Generally make notes through taking photos by phone, typewriting and some apps



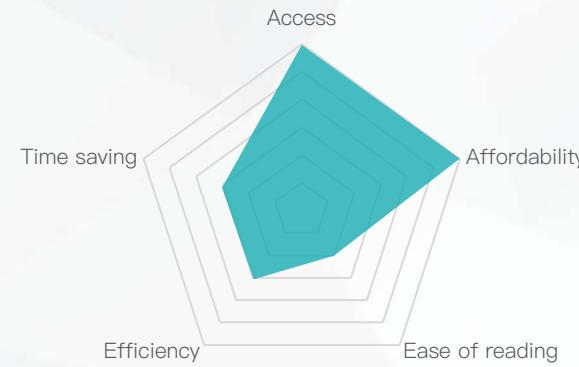
Category Review

Methods of making notes

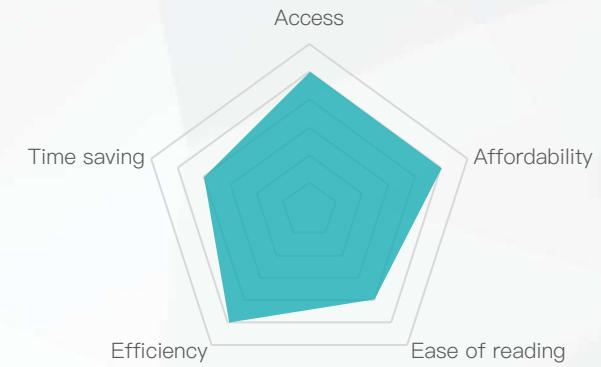
Take photos



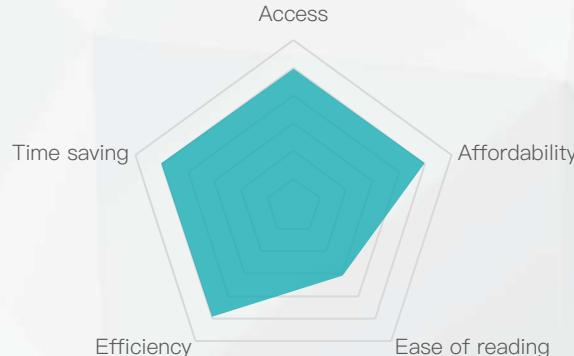
Handwriting



Typewriting



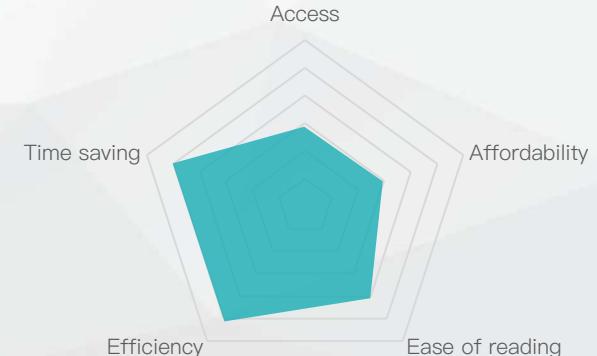
Scanning apps



Copymachine



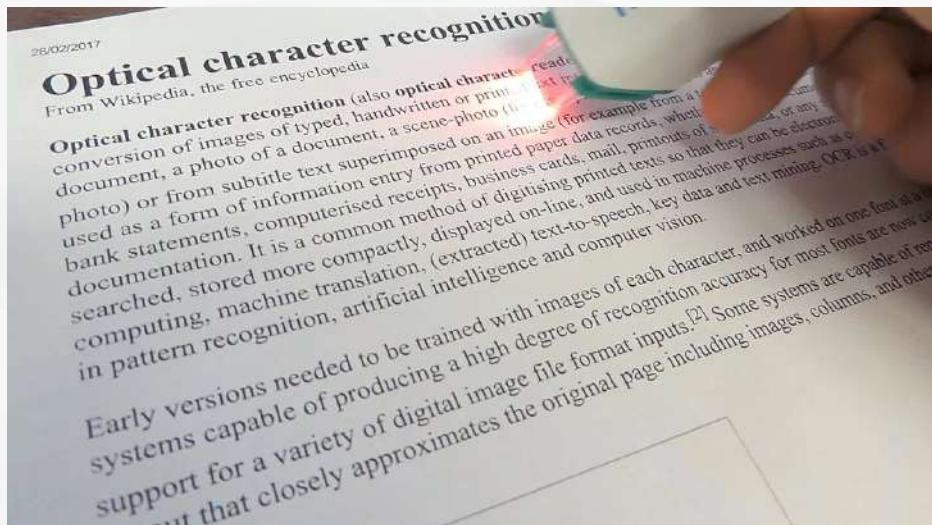
Portable scanning products

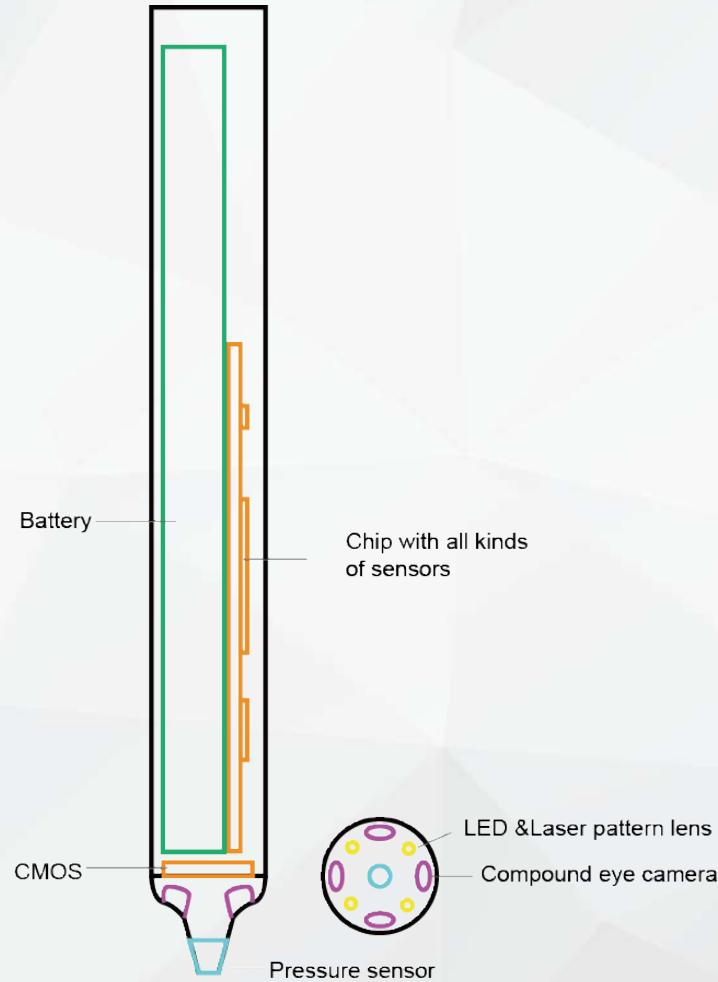


Technology Support

Scanning words & Pictures

Optical character recognition (also optical character reader, OCR) is the mechanical or electronic conversion of images of typed, handwritten or printed text into machine-encoded text, whether from a scanned document, a photo of a document, a scene-photo (for example the text on signs and billboards in a landscape photo) or from subtitle text superimposed on an image (for example from a television broadcast)



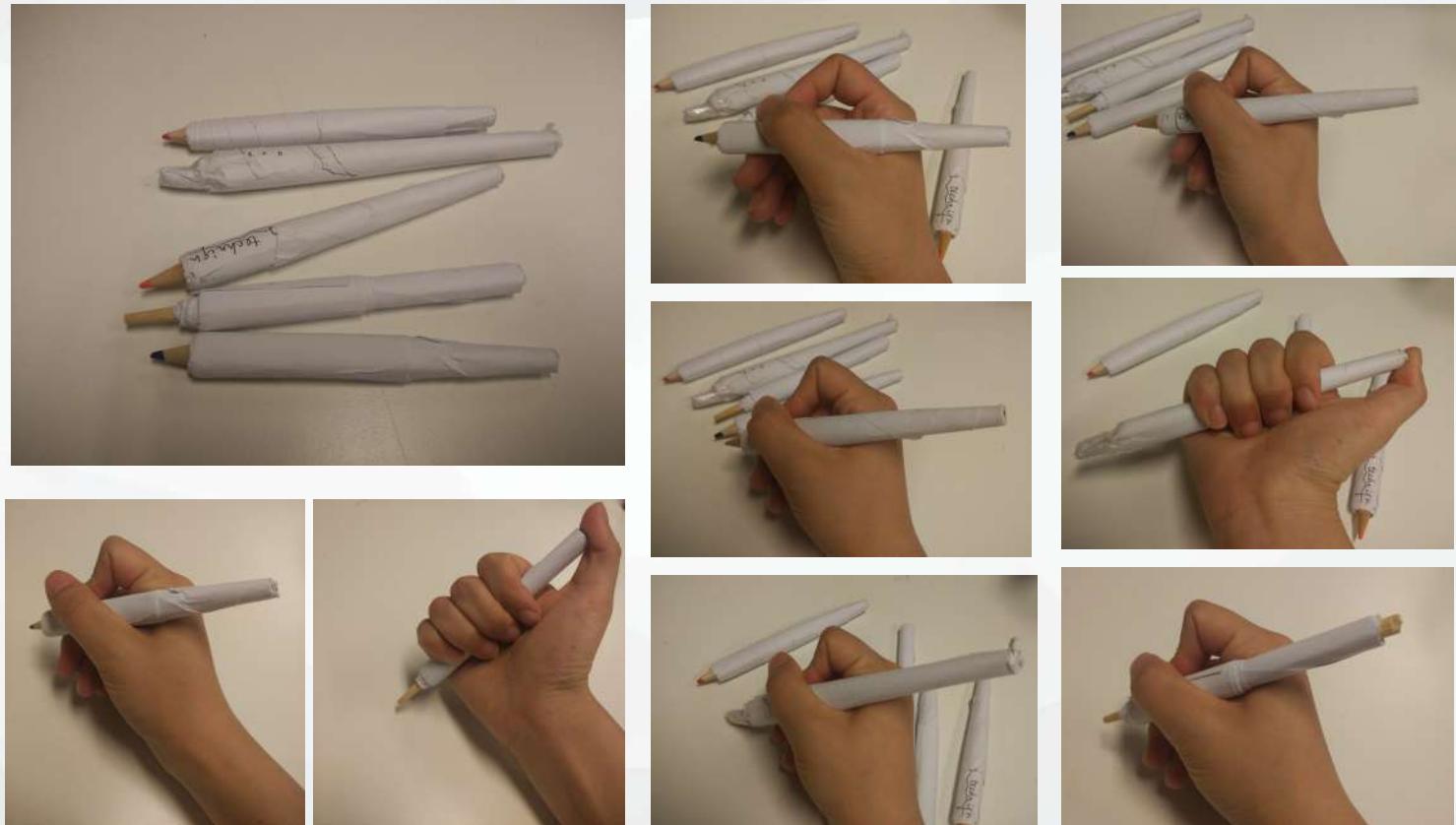


- **Function:** Scan words and Pictures
- **Technology:** OCR & Laser pattern Projector for pictures
- **Key element:** compound eye camera
- **Appearance:** Just like a pen and it's light and portable

06

Product Design

Sketch & Model Test



- Design the appearance and test whether it's comfortable and easy to hold

06

Product Design

3D Model



Top view

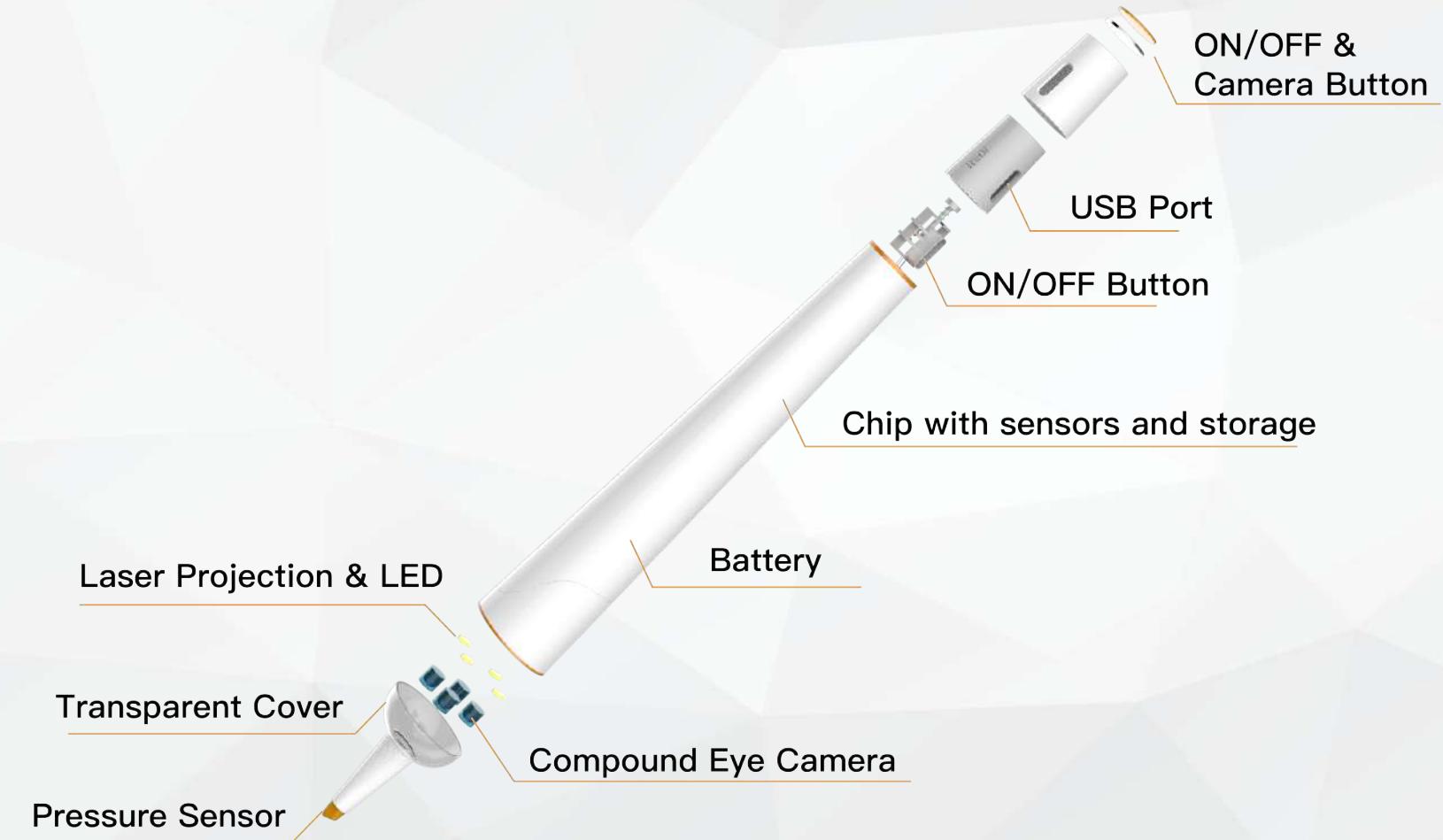


Rotatable Cover: Protect the charging port

06

Product Design

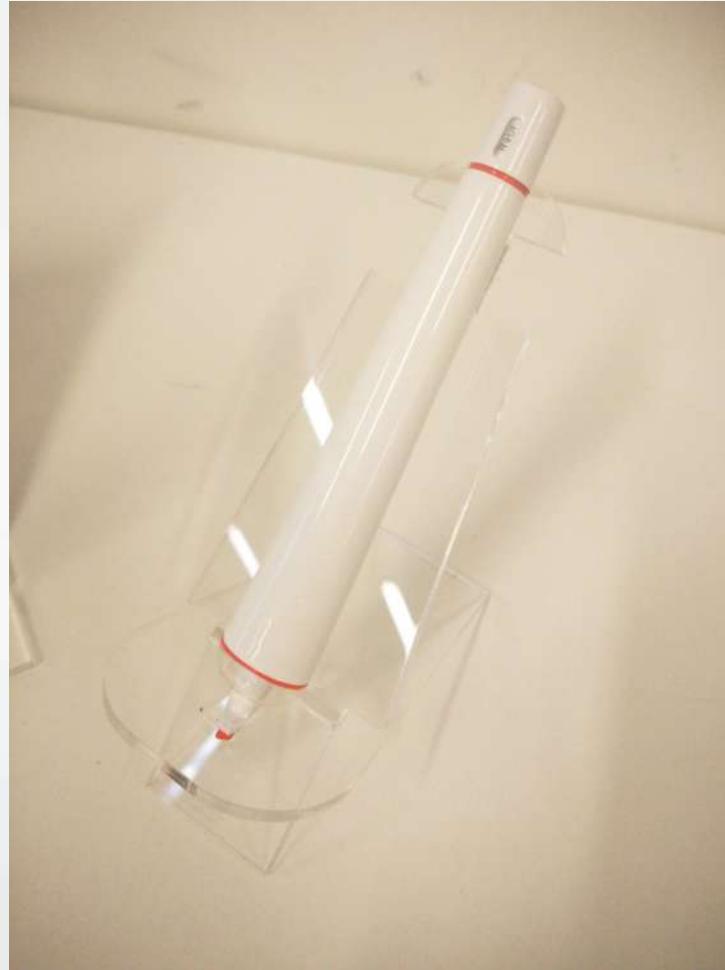
Explosive view



06

Product Design

Physical Model



- 1:1 scale
- CNC technique
- Plastic material

06

Product Design

User Scenario

Video link: <https://v.qq.com/x/page/t0519s927vn.html>



Step 01

Turn on the pen

Step 02

Scan important sentences



Step 03

Double click to highlight

Step 04

Snapshot pictures



App Design

Logo



Logo Meaning:

Connect the information of physical books to the cloud

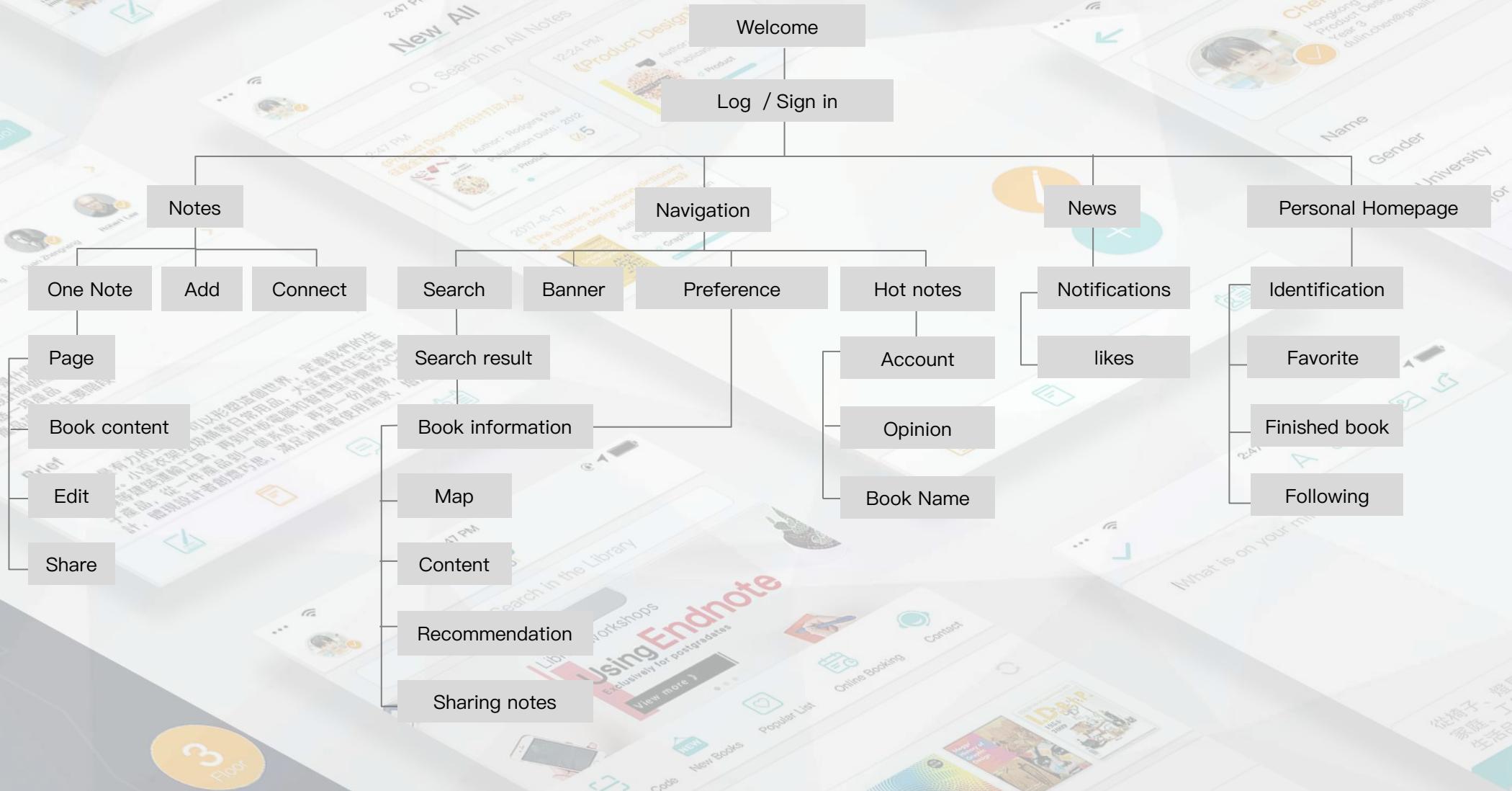
Name:

Come from [Read it]

07

App Design

Interaction Design

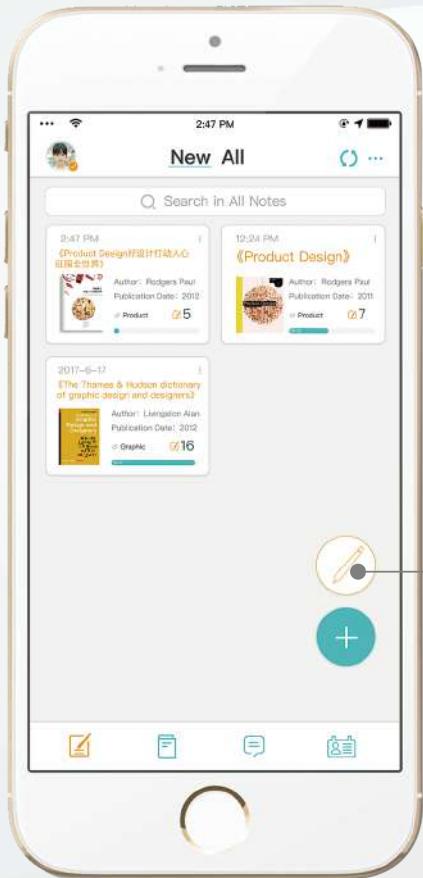


App Design

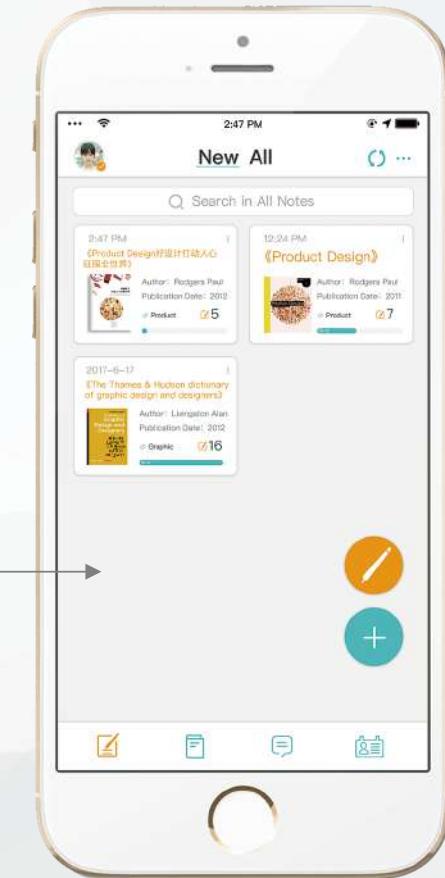
Interface Design



Welcome page



Notes list



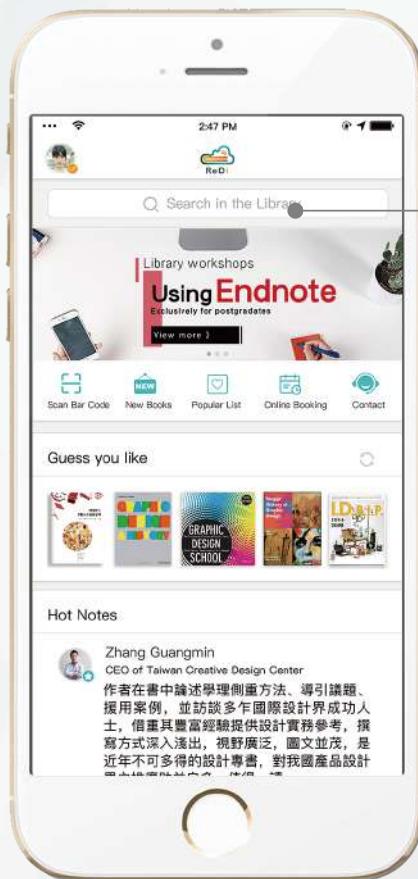
Connect the pen



What you scan

Add your thoughts

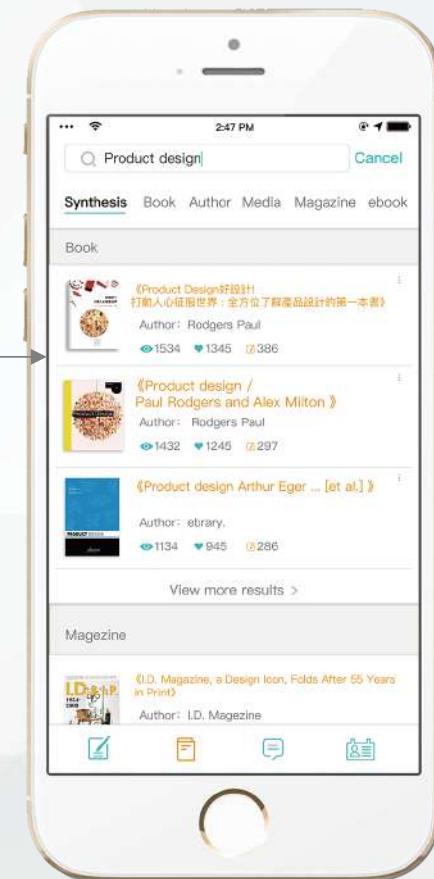
Notes list



Navigation Page



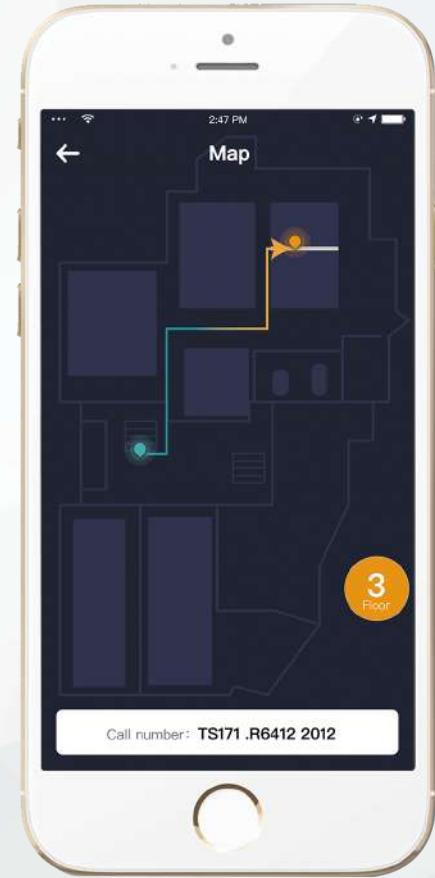
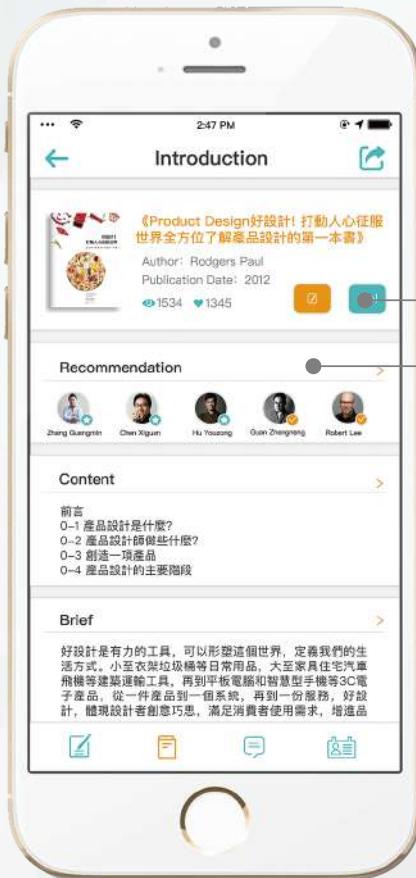
Search function



Search results

App Design

Interface Design



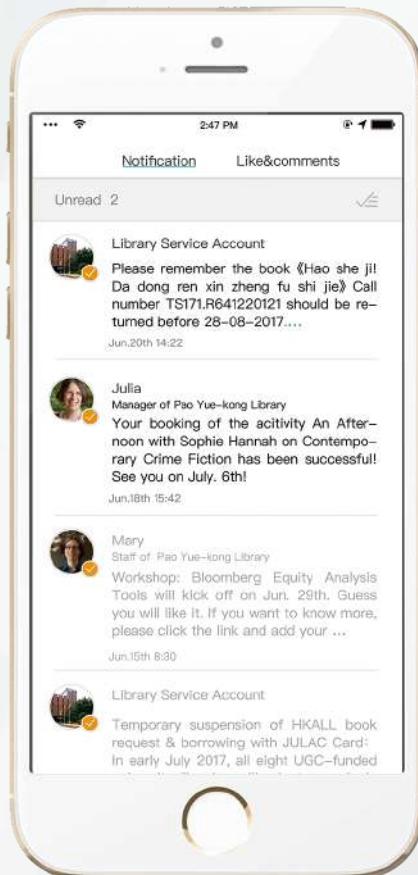
Book information

Professional recommendation

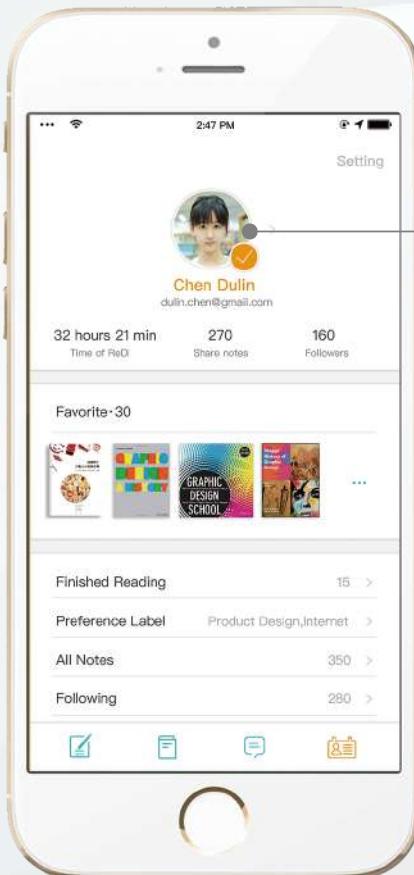
Map

App Design

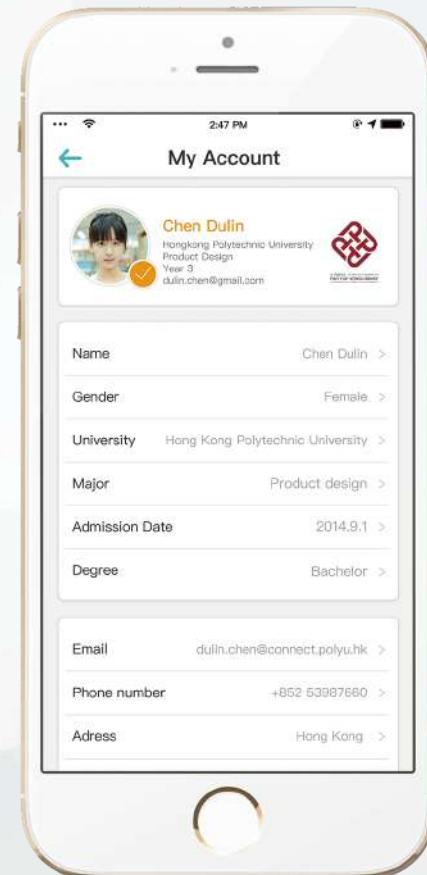
Interface Design



News



Personal homepage



Identification



The InfiniX logo is displayed in a large, white, sans-serif font. The letter 'I' has a yellow dot at its top, and the letter 'X' has a yellow circle at its top-right corner.

InfiniX

The Everchanging Shopping Experience

A yellow line forms a path through several small, semi-transparent yellow dots scattered across the dark blue background. The path starts at a dot in the upper-middle section, moves right, then down, then right again, then up, forming a zig-zag pattern.

2017.3.1 - 2017.3.17

About this project



Luxury Industry



Hongkong Local



Engagement

Luxury is a prevalent platform for delight, quality and desire. It portrays the mood of fancy wants.

Luxury in fashion is fast and ever-changing. Luxury retail stores offer a lot of beneficial features like pampering customer service, fancy retail experience, additional interaction aspects, and quality products but luxury shopping in retail stores has been experiencing an unstable practice. There is not just a decline in customers buying luxury at retail, but also no emerging baby boomers.

Consumer Engagement in Luxury retail stores needs to be put into light to avoid passing on of buying of these luxury products by other means.

Observation



Almost locate in busy shopping area



Extravagance-- Salesmen
more than customers



Serious atmosphere hinders
people to enter in and popular
window shopping



Doorman is the first business
card of brand



Not sufficient information or
introduction of products or brand



No design for waiting
time for the person who
accompanies the shopper



Feel like be followed or looked by
salesman



Trying on could be stressful if
you are not going to buy

SET & POG



SOCIAL

- Lack of brand awareness, not fully connect to/recognize brand culture
- Aging problem
- Stress overload/ Overwhelming lifestyle/ long working-hours
- Values (enjoy buying, commercial other than cultural)
- Social belonging / social status
- Relationship with Mainland China/ be treated differently
- Young workers still live with parents due to high rent
- Pressure to buy a flat ---> no money to buy other things
- Shopping lifestyle has changed
- Tourism has declined



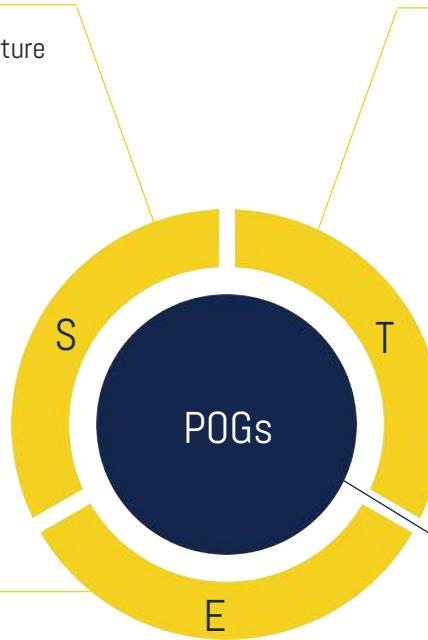
TECHNOLOGY

- Surprisingly under-developed E-commerce
- Willing to try new technology
- Convenient payment/ less cash (Apply pay, Octopus, bank transaction)
- AI/outsourced customer service has emerged and might become popular
- AR/VR technology
- Not making efficient use of big data
- HK people are social network users



ECONOMIC

- Economy and consumer spending is slowing down
- High property price/ rent
- Low taxation
- Not diversified economy (property & finance)
- Government encouraging entrepreneurship
- 6 promising industries: cultural and creative, medical services, education services, innovation and technology, testing and certification services and environmental industries
- Mature law system and Intellectual property protection



Product Of Gap

- **Atmosphere** | Humble and welcoming, worthwhile total experience
- **Product / Service** | Quality and attention in details
- **Staff / Interaction** | Privileged and friendly, efficiency in information
- **Psychology** | Fulfilled and gratified, stress-releasing
- **Lifestyle** | Looking for diversity, shopping habit change
- **Source of Information** | Social media, peer influence and salesperson
- **Technology application** | app or online platform

User analysis



18-24

Mainly are Students



- Prefer easy and comfortable shopping experience at home
- Be influenced by family
- Don't know much about brand story



25-32

Fresh graduates
working (first actual job)



- Impulse shopping (attracted by promotion)
- Influenced by colleges, idols, celebrity and bloggers
- Mood shopping
- Renting luxury items

THEY ARE THE POTENTIAL LUXURY CONSUMERS
BUT HOW TO ATTRACT THEM!

- Established online shopping habit
- Want to feel at ease when shopping
- Mood / impulse shopping
- Can't justify high price of luxury goods due to lack of brand knowledge
- Able to appreciate design and quality
- Looking for unique experience



Jelly Ng

- 27 year-old
- marketing manager
- Live in Central, HK.
- "Luxury represents good quality of life. It is a reward I give myself."

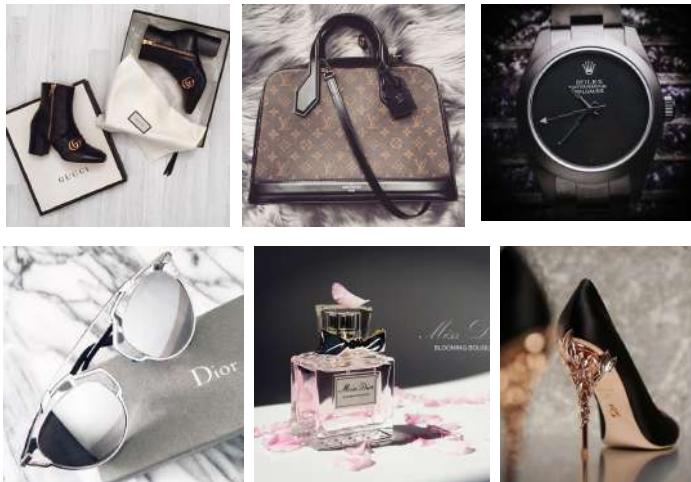
She loves travelling, fashion, cooking and **shopping online**.

She believes in **work-life balance**, likes to hang out with friends and share new experiences.

She uses a lot of **social media** such as Instagram, Facebook and Twitter. **Mobile phone** is her source of security.

Persona

Her affection of luxury goods: clothes, bags, watch, perfume, wine, jewelry etc.
 Attitude : Good quality and design, confidence source, status, personal brand image



Sometimes she will go to local brick and mortar stores with boyfriend or friends with not clear purchase purpose .

In her daily life, she gets many information about fashion and luxury brands through smartphone, web, magazine etc.

Value Opportunity Analysis



ENTERTAINMENT VALUE

- Surprising, fresh experience to share with friends



EDUCATIONAL VALUE

- Get a better understanding of brand culture and products



ENHANCED XPERIENCE

- Get multi-sense, brand-centric shopping experience



IMMERSIVE EXPLORE

- Pressure-free shopping environment to feel at ease



INFORMATION

- Collect customer data of preference without purchase



IMPROVE

- Improve quality of experience without investing into hardware



INVOLVE

- Reduce psychological distance

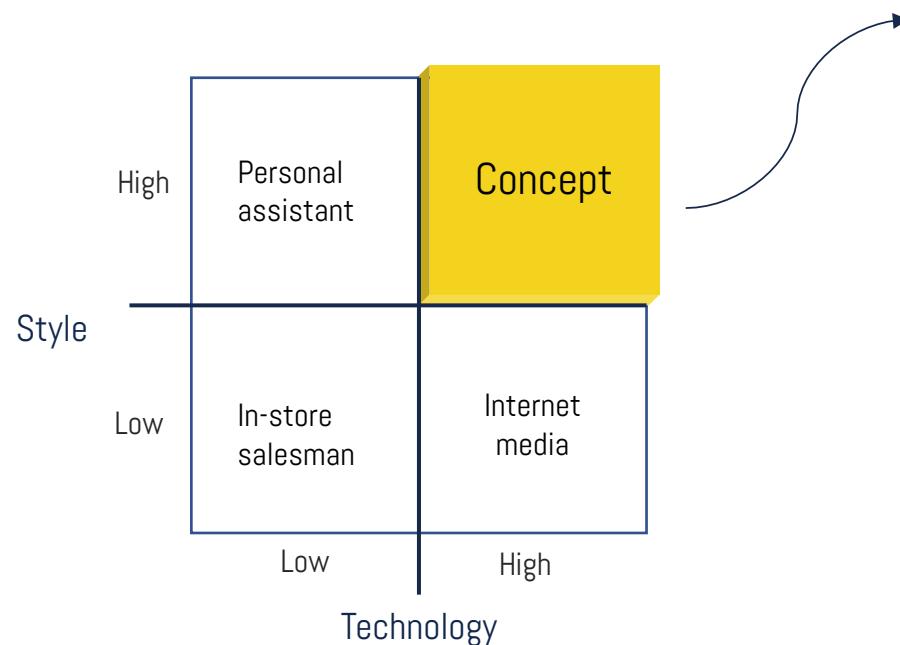


ROYALTY BUILDING

- Cultivate potential customer connect with them

Value Opportunity Analysis

- To find the right means of Consumer Engagement Innovation in Hong Kong Bricks-and-Mortar Retail Sectors - Lifestyle and New Luxury.
- To address, analyze and propose a concept that would improve or enhance the existing interaction of the customer with the luxury brands at retail stores benefitting both the customer and the brand.



		Low	Medium	High
Emotion	Adventure Independence Security Sensuality Confidence Power			
Ergonomics	Comfort Safety Ease of use			
Aesthetics	Visual Auditory Tactile Olfactory Taste			
Identity	Point in Time Sense of Place Personality			
Impact	Social Environmental			
Core Technology	Reliable Enabling			
Quality	Craftsmanship Durability			

○ Concept ○

InfinitX is a concept that can be adapted by a brand to attract new age customers with an immersive experience by means of concurrent technological trends.

By practicing this innovative, sophisticated and engaging concept, the brand will be able to deliver what is required to the customer without drawing negative attention because of irresponsible or non-welcoming manner or by aggressive and over-attentive approach. It will strike the right balance of interaction of the customer with the brand.

Concept video link :

<https://v.qq.com/x/page/j0387o671c6.html>





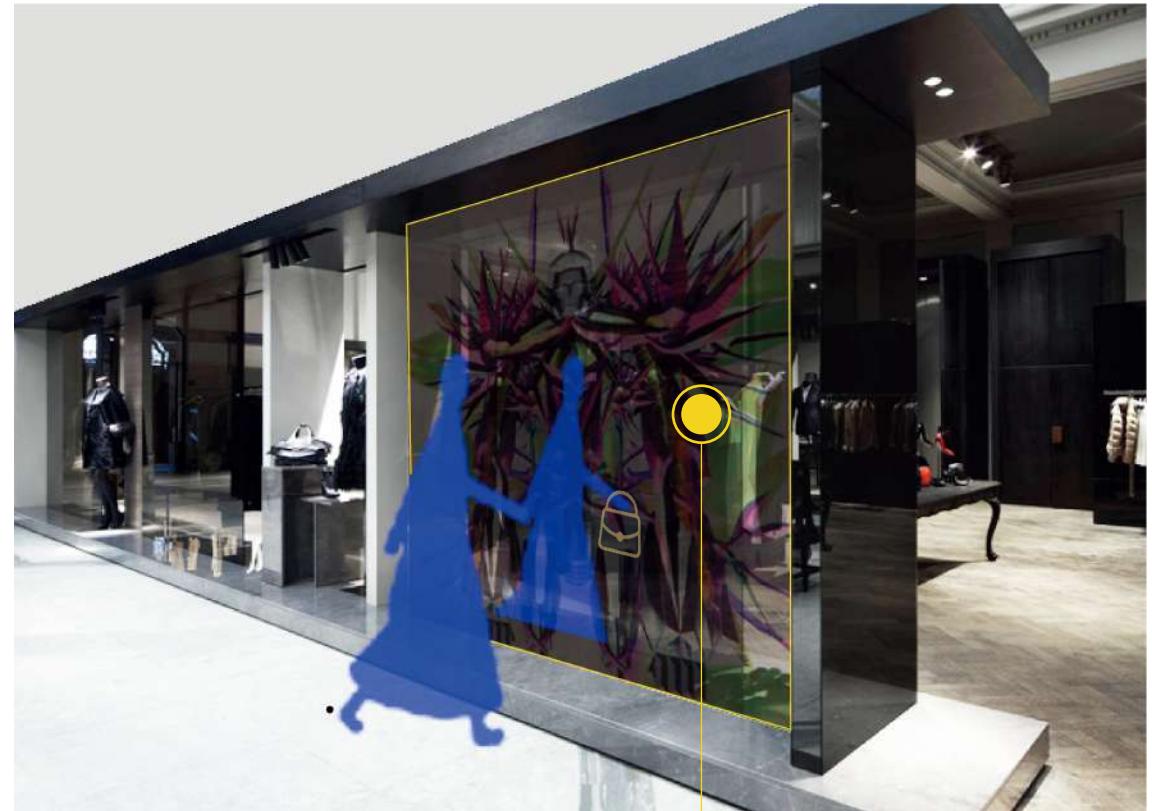
User Journey

Outside the store

Without creating another obstacle of downloading an app, the immersive experience starts at the very moment the user pass by the window display area.

Riding on the strong self-consciousness of the target audience, the interactive device in the window display will let the user virtually be apart of the display, such as trying on brand products.

Then with indication , the user will have a strong enough motivation to enter the shop and start the main experiencing journey.



Window indirection

Eg. Customer can see the effect of taking a bag.



Brand story

BVLGARI

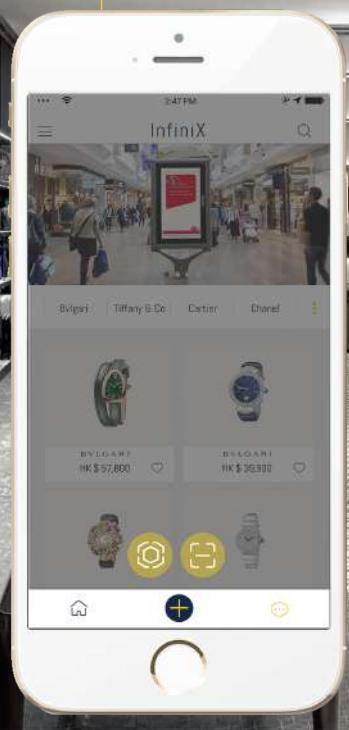
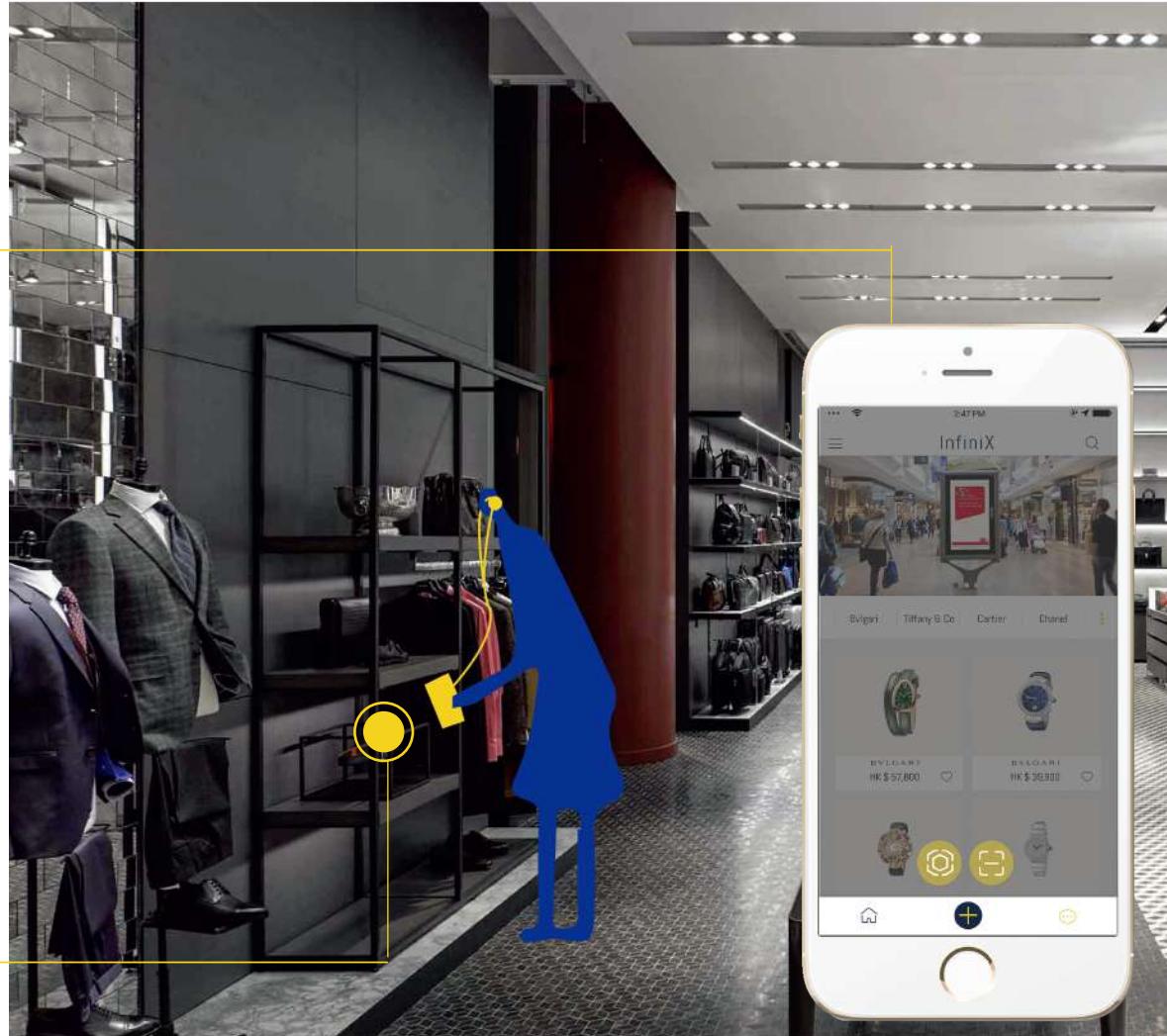
Scan Product Logo



Product info.



Scan QR code



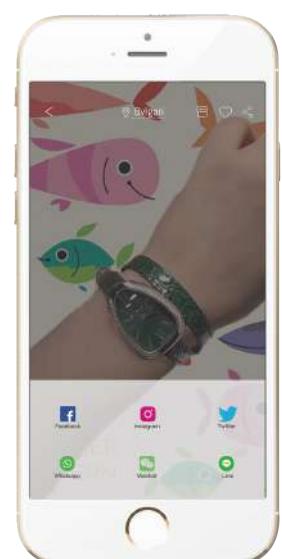
In the store

User Journey



AR Technology

- give you virtual effect of wearing a watch.



Select other styles

Change the background

Share

User Journey

Leave the store

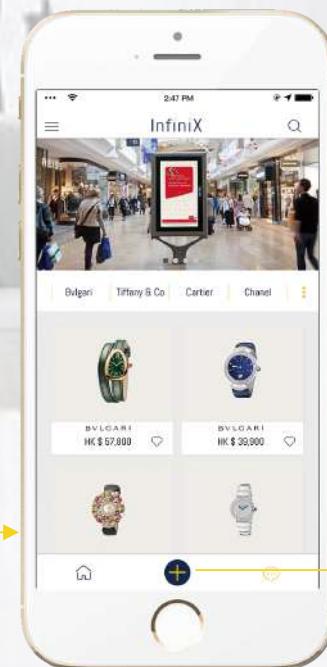
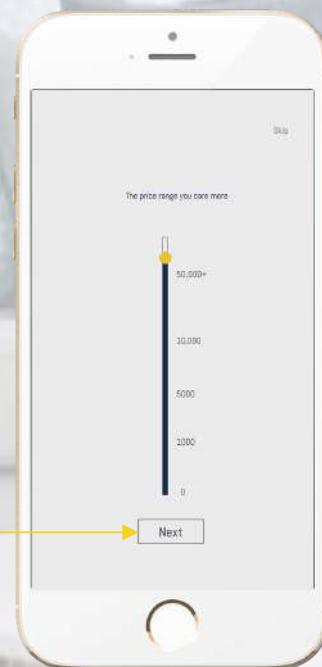
Get more contact through app



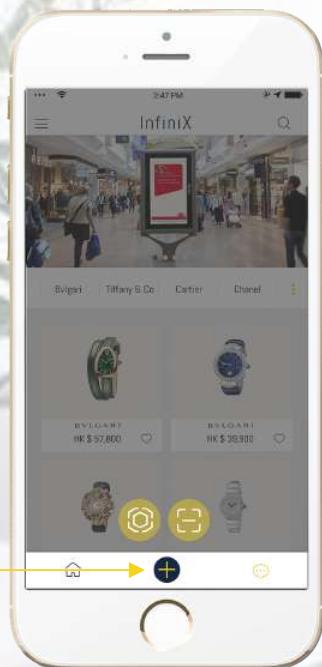
Welcome page

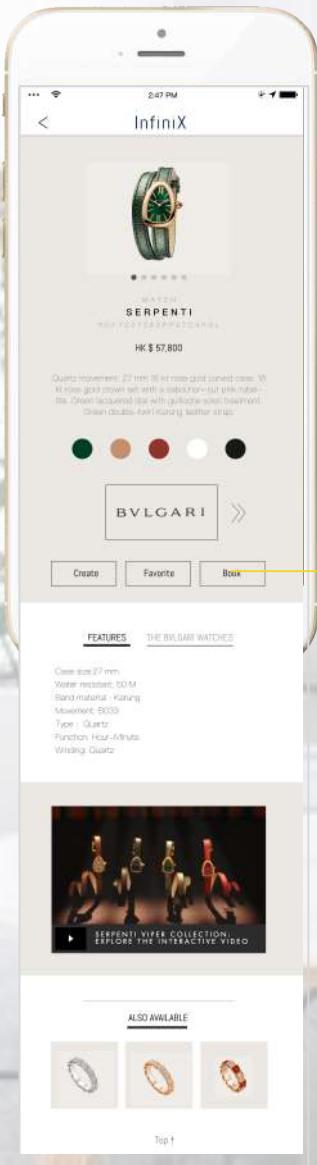


Questionnaire : Recommend special brands and products to users

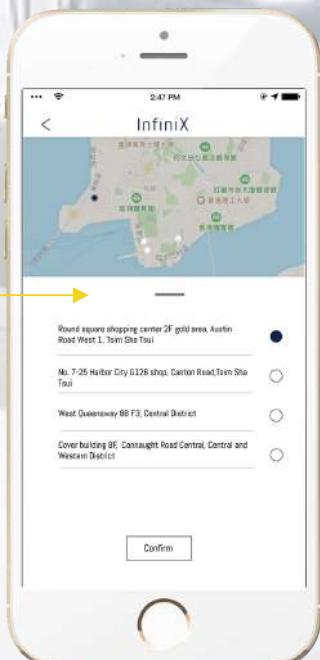


Homepage : show shopping mall news and products

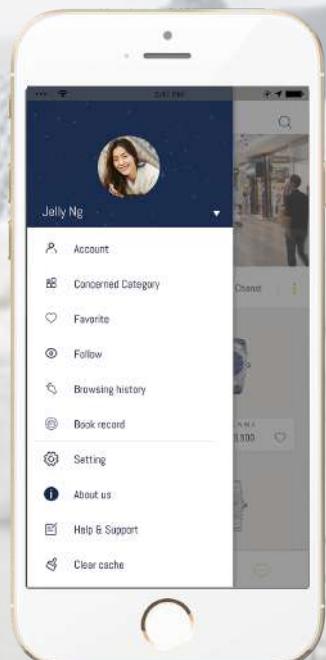
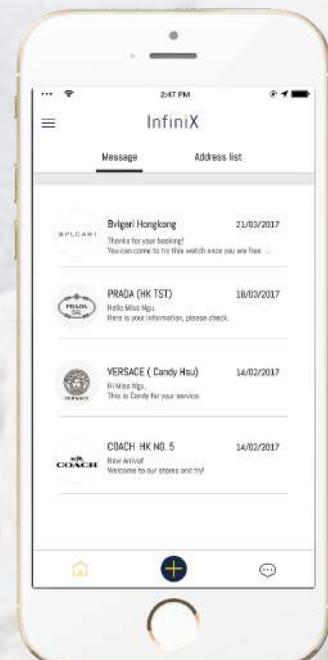




Book for try in person



Find the brands' contact and talk directly



Manage your personal information

“Make the lighting to be an artwork.”



ECO

空山

Lighting Design

2015.11



New technology

3D Printing

The technology of 3D printing could create objects of almost any shape or geometry. Its application in lamp design makes light and shadow with an artistic visual result.

Wireless Charging

Wireless charging makes it easier to charge something — no need for cables.



Inspiration

Flowers & Stone



Flowers in blossom with various shapes and appearances, elegant and vibrant, are all beautiful elements.



Compared with the charming flowers, stones always offer people a sense of simplicity. Such a striking contrast results in a comfortable sense of visual impact.



Introduction

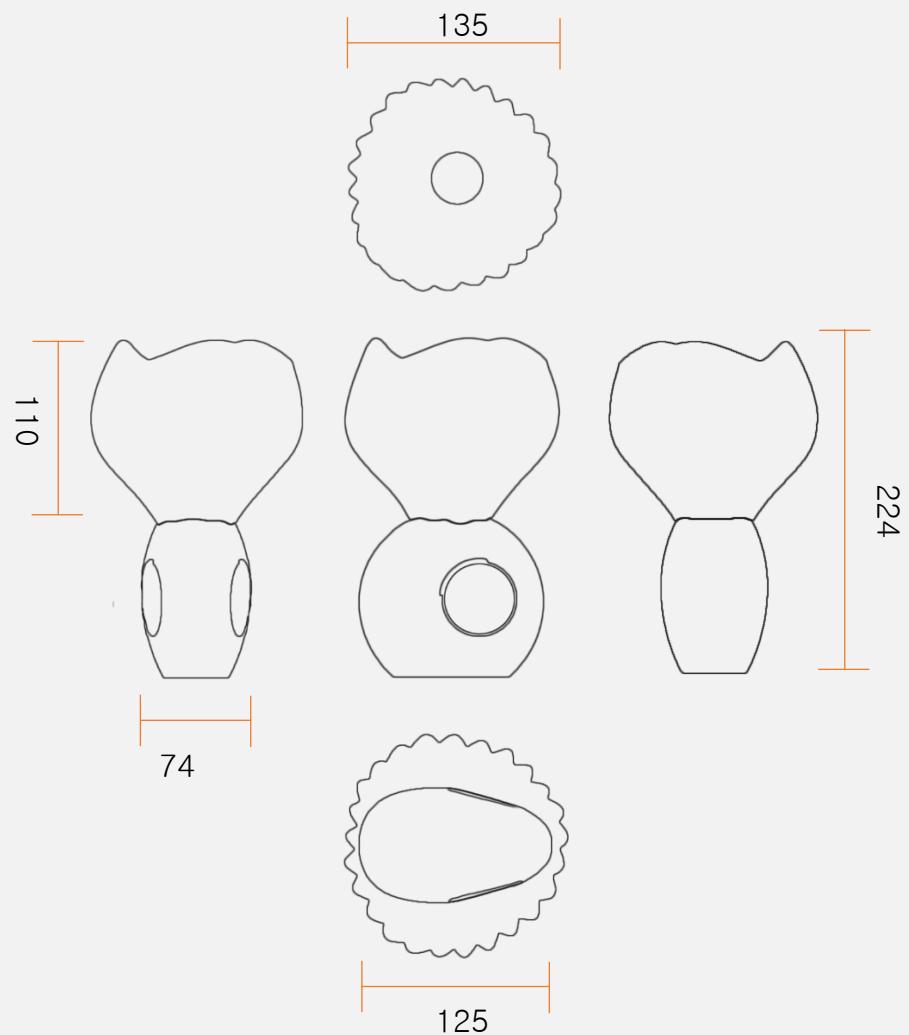


Lampshade
3DPrinting

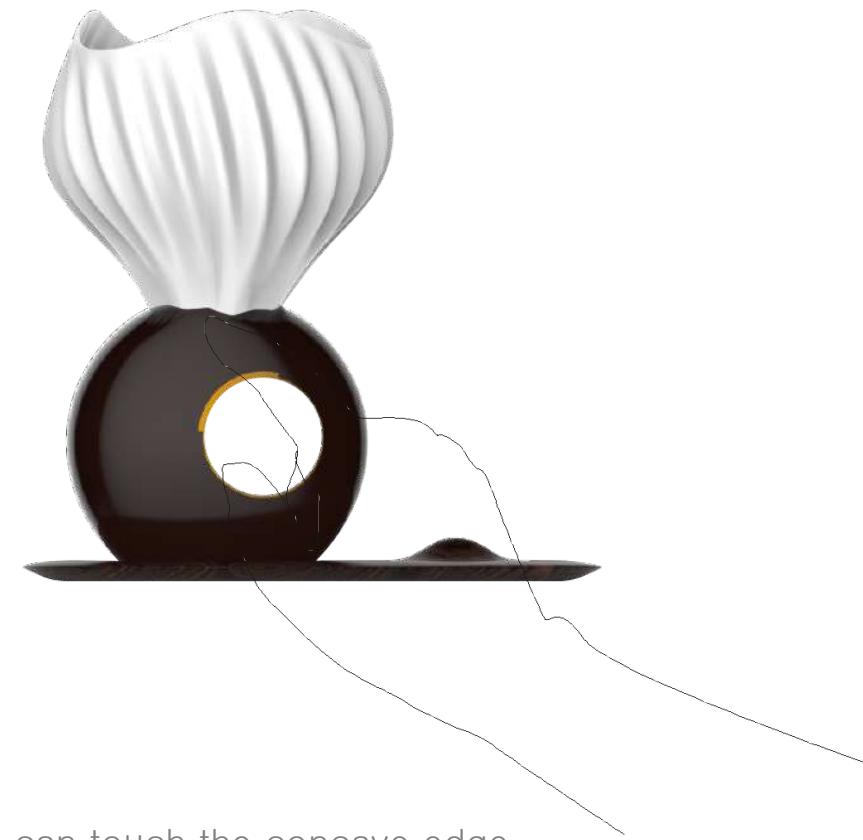
Lamp base
Matte black metal

Touchable part
The concave edge is
bronze-inlaid.

Wireless charging
pedestal
Walnut



The dimension



You can touch the concave edge
to control the luminance of the
lamp.

Details



Product test

I adjust the shape and proportion continually, and then make models to test the most suitable size of product and man-machine interaction. In the final stage, engineers would design the inner structure and optical engineers would design and test the lighting functions.



● ● ● ●

舞者·空山

即使没有观众，也要起舞，致以生活最热烈的回应。设计师心中有个仙气的舞者。他以素白材质赋予她一袭白衣，仙袂飘飘。若心中有所热爱，何处不可以舞蹈？

舞者·空山--玉瓷灯罩，温润剔透，奏出光的韵律

¥ 2380.00

库存：106 数量

立即购买

系列产品





Thank
You !

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